WXYZ

ORDER

Flight Dates **10/16/12-10/22/12**

Contract / Revision **310831** /

Original Date / Revision 09/12/12 10/15/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Product **CARE for Michigan**

Agency Com 15%

Billing Contact **Pam Newby**

4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1286**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	24	$26,265.00	$30,900.00	0.00
Totals	24	$26,265.00	$30,900.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	24	$26,265.00	$30,900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
N 1	WXYZ	10/16/12	10/22/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	$700.00	P-2	0.00 NM	5	$3,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/16/12	10/22/12	11111--	5	$700.00	0.00								
N 2	WXYZ	10/16/12	10/22/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11-1---	:30	3	$1,600.00	FX	0.00 NM	3	$4,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/16/12	10/22/12	11-1---	3	$1,600.00	0.00								
N 3	WXYZ	10/17/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	--1-1--	:30	2	$800.00	P-2	0.00 NM	2	$1,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								

WXYZ

Contract / Revision **310831** Flight Dates **10/16/12-10/22/12** Hiatus Dates

Original Date / Revision 09/12/12 / 10/15/12 Order Sep 00:20:00

Advertiser **CARE for Michigan** Product **CARE for Michigan** Estimate # **1286**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 3	WXYZ	10/17/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	--1-1--	:30	2	$800.00	P-2	0.00	NM	2	$1,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/16/12	10/22/12	--1-1--	2	$800.00	0.00									
N 4	WXYZ	10/16/12	10/22/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11-1---	:30	3	$800.00	P-2	0.00	NM	3	$2,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/16/12	10/22/12	11-1---	3	$800.00	0.00									
N 5	WXYZ	10/19/12	10/19/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	----F--	:30	1	$1,200.00	P-2	0.00	NM	1	$1,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/16/12	10/22/12	----F--	1	$1,200.00	0.00									
N 6	WXYZ	10/16/12	10/22/12	5p News 5-6pm M-F	CM	5-6pm M-F	111----	:30	3	$1,800.00	FX	0.00	NM	3	$5,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/16/12	10/22/12	111----	3	$1,800.00	0.00									
N 8	WXYZ	10/18/12	10/18/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	$4,000.00	P-3	0.00	NM	1	$4,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/16/12	10/22/12	---T---	1	$4,000.00	0.00									
N 9	WXYZ	10/16/12	10/19/12	12-1pm M-F 12-1pm	CM	12-1pm	-TWTF--	:30	2	$1,300.00	FX	0.00	NM	2	$2,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/16/12	10/22/12	-TWTF--	2	$1,300.00	0.00									
N 10	WXYZ	10/16/12	10/19/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	-TWTF--	:30	2	$1,200.00	FX	0.00	NM	2	$2,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/16/12	10/22/12	-TWTF--	2	$1,200.00	0.00									
N 11	WXYZ	10/16/12	10/19/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-TWTF--	:30	2	$1,500.00	FX	0.00	NM	2	$3,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/16/12	10/22/12	-TWTF--	2	$1,500.00	0.00									
													Totals	24	$30,900.00